



**MBA DEGREE EXAMINATIONS: NOV/DEC 2023**

(Regulation 2021)

Third Semester

**MASTER OF BUSINESS ADMINISTRATION**

P21MBE0139: Brand Management

**COURSE OUTCOMES**

**CO1:** Summarize the concepts of Brand management from marketing perspective.

**CO2:** Display ability to interpret the health of brand by evaluating brand audit report.

**CO3:** Adapt sustainable practices in building the Brands for long-term success.

**Time: Two Hours**

**Maximum Marks: 50**

**PART A (1Q x 10M = 10 Marks)**

1. Reliance Consumer Products Ltd (RCPL) has food product categories like biscuits, CO3 [K<sub>6</sub>]  
beverages, confectionary, chocolates as well as home & personal care categories like  
household cleaners, soaps and dish wash. RCPL has decided to buy for Rs. 27 crore,  
Ravalgaon Sugar Farm that sells popular brands Mango Mood, Coffee Break, Tutty  
Fruity, Choco Cream and Paan Pasand. Ravalgaon will sell its trademarks, recipes  
and all property rights, but not its physical assets like land, plant, buildings and  
machinery. RCPL plans to make use of this Ravalgaon sugar confectionary business  
to meet its aim of becoming a major FMCG player in the Indian market.
- Discuss the methods that RCPL would have used to arrive at the valuation of Ravalgaon brands and provide justifications for its decision.
  - Formulate suitable Brand Reinforcement Strategies for the brands to be acquired by RCPL in order to enhance their success in the market.

**PART B (5Q x 2M = 10 Marks)**

2. What is meant by Brand Positioning? CO1 [K<sub>1</sub>]
3. Define Brand Equity. CO1 [K<sub>1</sub>]
4. Explain the merits and demerits related to Brand Extensions. CO2 [K<sub>2</sub>]
5. Explain the evolution of Brand Storytelling. CO1 [K<sub>2</sub>]
6. Explain the significance of sustainability in branding. CO3 [K<sub>2</sub>]

**PART C (3Q x 10M = 30 Marks) Answer Any Three Question only**

7. Explain the secondary brand associations for building brands using examples. CO1 [K<sub>5</sub>]
8. Assess the Brand Value Chain of a real-life brand. CO2 [K<sub>5</sub>]
9. Examine two global brands that use Standardisation and Customisation options respectively. CO2 [K<sub>4</sub>]
10. Explain Brand Storytelling through facts, reasons and emotions using appropriate examples. CO2 [K<sub>5</sub>]

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